

CP1406 Week 1 Practical – Goal Driven Websites and Basic HTML

Welcome to practicals for CP1406! Each week, we will practise both *designing* and *developing* websites. Many practicals will be split into multiple sections. If you are not sure how to do any of the tasks in a practical, first consult the teaching (lecture recordings, meetup sessions) and make sure you're keeping up; then talk to your tutor if you still have any questions.

All students should submit their work via LearnJCU.

For today's practical, you need to submit:

- A Word document (.docx) containing your work for Part 1. This should include the table, images of your wireframe and sketch, which you can do either with computer drawing tools or on paper and take photos... whatever works well for you.
- HTML files for Part 2 (at least index.html and aboutme.html)

Part 1 – A Goal Driven Website

Part 1 is about planning; the objective of this exercise is not just about making a website. It's about effectively planning the website, so that we can create a site that best achieves its goal. Based on the content provided by the client, Training Zone, you will decide on the goal, target audience and other aspects of a plan. You will then sketch a wireframe for the home page and create a site map. Let's read the information that the client has provided, remembering the point is to look for things that would be useful to help us plan an effective website.

Content provided by client:

Description (not for site):

We are a leading company in training, hoping to improve our business by promoting the services offered by the company and increasing new and repeat customers. At this time, we want to focus on local residents, mostly between the ages of 18 and 45, as this group forms the majority of our current audience (mature age job seekers), and this is who the site is aimed at. The website should produce an increase of local customers of at least 40%. We think more people would train with us if they knew about us more.

History

Training Zone have been the leader in all kinds of training that covers management and IT in Plongk St, Cairsville for the last 150 years. The founder of the company, Terrence Zonas is still CEO and spokesperson for Training Zone. Here is one of his first ever training lessons, the world-famous *Lecture Clash* training:

Anyone got a lecture clash? They're not pretty, but with your help, they can be manageable. Here are some thoughts on how to deal with it:

- Realise that it's up to you. You are responsible for making it work.
- Attend one lecture and get the notes from the other (start with the web notes, but that's not enough).
- Find a friend in the one you miss and get them to tell you what else was covered in class that's not on the web.
- Which one do you miss? - Some ideas to help you with that decision are:
 - If you miss one out of two lectures for a subject, that's 50%. If you miss one out of 3 that's 33%.
 - Which one are you most on top of?
 - Which subject has the most complete lecture notes?
- Don't ask your lecturer - "did I miss anything in the lecture?" If you didn't miss anything, there'd be no point to lectures.

For more training, email Training Zone.

Training Article

Management File - What IS The Point Of Performance Appraisal

By Robert Bacal, M.A.

*Robert Bacal is a noted author, keynote speaker, and management consultant. His most recent books include **Performance Management - A Briefcase Book**, and [*The Complete Idiot's Guide To Managing Difficult Employees*](#). The Work911 Supersite contains many more free articles and tips on a number of workplace topics. Access it at www.work911.com. Robert can be contacted via e-mail at ceo@work911.com or by phone at (204) 888-9290.*

Probably the most misused and abused and disused management tool in history is the performance appraisal. It's the strangest thing. Ask any manager or human resources person whether they think performance appraisal is an important thing to do, they are almost unanimous. "Of course, it is", is the common response. If you ask why it's important, they will tell you and tell you and tell you.

The odd thing is that they often don't get done, and managers, supervisors and employees hate the darned things. Human resource professionals spend a lot of time whipping people into doing them, while managers look for a variety of reasons to delay and delay. Why is that?

It's uncomfortable to do performance appraisals. But why is it uncomfortable? Because people undertake them for the wrong reasons and wrong perspective, which ends up putting the manager and the employee on different "sides". Appraisals are used for determining pay increases, who gets let go, who gets promoted. Often, they are used to focus on what people have done wrong.

So, what is the point of performance appraisals? Here's a starting point that actually works. **The most important purpose or goal of the appraisal is to improve performance in the future...**and not just for the employee. Managers can get valuable information from employees to help them make employee's jobs more productive. Work units and organizations can identify problems that interfere with everyone's work.

If we shift from affixing blame, to identifying barriers to performance we begin to remove the fear and dread people have about these "appraisals". When we focus on the present and the future, we change our focus to what's been to what can be better tomorrow.

An appraisal that works involves a number of things, but first and foremost is the process of identifying what has gotten in the way of better performance (regardless of the level of performance), and how manager and employee can work together in the future, to improve it. It's really that simple.

When managers put away the "blaming stick" in appraisals and move to a cooperative, dialogue approach, the whole process can become more comfortable and effective. Because it puts the manager and employee on the same side, and working towards the same goals, getting better and better.

Sure, we do use appraisals for a number of reasons but if we are going to get real value out of the time and energy we put into them, we have to look at the process in a more constructive way. And, bottom line, that's making performance better.

For more information on this and other workplace topics, go to the Work911 supersite by clicking here (<http://www.work911.com/>).

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Announcements

- For this month only, you can bring a friend to our evening training sessions for half price.
- We now provide a laundry service to current training customers. Ask about it when you book your next session.
- A representative from the Transport authority will be in our training centre on Friday the 13th to discuss their new training system, "Perfectrain".

Links

While we believe the best training is done face-to-face (with us!), here are some good websites for you to do extra work:

Business Philosophy from Jim Rohn: <http://www.jimrohn.com/>

Inspiring true performance... Zig Ziglar : <http://www.zigziglar.com/>

Our Trainers (Staff of TZ)

Terrence Zonas – is an American [computer scientist](#) and Internet entrepreneur who co-founded [Goggle](#), one of the world's most profitable Internet companies. However, his real passion and work is Training Zone where he likes to teach people things that make a difference.

Stafford Gray – Stafford is a senior Information Technology trainer. His primary research area is Cryptography. More precisely, Society-Oriented and/or Threshold Cryptography. Currently his principal research themes are: Multi-Party Computations, Oblivious Transfers, and Secret Sharing Schemes. He teaches a wide range of topics in Computer Science such as, Operating Systems, Data Structures, Algorithms & Complexity, Information Security, Cryptography, Databases and Data Mining.

Adrienne Michowski - an English mathematician and writer, chiefly known for her work on [Charles Babbage](#)'s early mechanical general-purpose computer, the [Analytical Engine](#). Her notes on the engine include what is recognised as the first [algorithm](#) intended to be carried out by a machine. Because of this, she is often regarded as the first computer [programmer](#). She trains clients in programming and longevity.

Now, let's:

- Fill in the website plan table below:

Topic	Questions	Answers
Goal	What is goal of the website?	
Target Audience	Describe the target audience (age, gender, demographics)	
Graphics	What graphics will you use on the website?	
Colour	What colours will you use within the site to enhance the purpose and brand?	
Accessibility	How will the website accommodate people with disabilities?	

- Sketch the wireframe for the home page.
- Create a site map for the website.

Note again that these tasks are not just about producing any old site map or wireframe, but based on what you think would be good to help achieve the site goal(s).

Part 2 – Basic HTML

Part 2 is for you to get familiar with using HTML and learn to create a small website. You will use headings, paragraphs, images, and links to create a small site containing basic webpages.

Get Started:

To gain experience with HTML, you are going to make a basic 2-page website about yourself, like a portfolio. Follow the instructions, but get interested and do extra stuff if you can.

- Run Visual Studio Code (or another good HTML editor if you prefer). If it is not installed on your machine, you can download it for free from: <https://code.visualstudio.com/>
- In your preferred location, create a folder called “CP1406” or “CP5638”, inside the folder, create a subfolder called “week 1 prac”.

Home page

- Create a new file, by clicking on the **File** menu and choosing **New File**.
- Add the following code to your page:

```
<!DOCTYPE html>
<html>
<head>
</head>
<body>

</body>
</html>
```

- This is the bare minimum that is needed to make a web page. Save your file as **index.html** in the “week 1 prac” folder. Double-click on your file and see what happens. This should launch your default web browser with this file. If not, you can always drag your file into a web browser window. The page is displaying nothing because we haven’t added any content yet.
- Now let’s add a title for our home page. Enter the text below, between the <head> tags. Don’t worry if you don’t understand what these tags do yet. We will cover them in detail in later pracs.

```
<head>
<title>My home page</title>
</head>
```

- Open the file with your preferred web browser. It will still display nothing, but you should see your title in the title bar of the browser.
- Now we’ll add some content. First add a heading that says “My name is ” and your name. Make sure this code is entered after the first body tag.

```
<body>
<h1>My name is YourName</h1>
```

- Next, we will add an image. Download pizza_small.jpg from the prac 1 folder and copy it into your prac folder with index.html. Add the following code to display the pizza image:

```

```

- The alt attribute tells screen readers what is in the picture
- Next, use the paragraph tag to surround some text where you describe yourself.

```
<p>I am a very interesting person. I like to .... I am well known for ... </p>
```

- Save your page and test it in the browser. You can just reload the browser if you already have the page open.

A linked page

You are going to make 1 more page called **aboutme.html**

Start these off very briefly, as the content is not the most important thing, but we need some content to practise formatting it.

- Create a second page (new file) for about me and give it a similar title and, at least, appropriately formatted paragraphs):
 - where you were born
 - past jobs
 - your first memory of using the Web
- If you would like a bulleted list, you can use the following code starter:

```
<ul>
<li>born</li>
<li>jobs</li>
<li>memories
</ul>
```
- Add the icecream.jpg image from the Prac 1 folder and say something about it.
- Save this page as **aboutme.html** - It's best not to use spaces in any filenames for the Web, and they should always be logical names, not page2.html, which you won't recognise later.
- Now we need to make links...
- Underneath the ice cream image we need to place a link back to our home page. Use the following code:

```
<a href="index.html">Home</a>
```

- Save your page and test it. When you click the link, it should return you to index.html.

- Put a similar link tag on the home page to link to aboutme.html. Test it, and make sure the links work.

Extension exercises:

Go to the W3C HTML5 tutorial at: <https://www.w3schools.com/html/default.asp>

Try out three new tags and put them in your site. Some things you might like to try are:

- ordered lists (lists with numbers)
- clickable images (an image in an anchor tag)
- email link (how is this different than a regular anchor tag?)

Deliverables:

- A Word document (.docx) containing your work for Part 1. This should include the table, images of your wireframe and sketch, which you can do either with computer drawing tools or on paper and take photos... whatever works well for you.
- HTML files for Part 2 (at least index.html and aboutme.html)